



donna gibb design

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Guests painting with Donna at a Gala Event



TQ's "Best Job in the World" participants

Donna Gibb Design – Australia's Celebrity Artist

Donna Gibb is Australia's Celebrity Artist and paints at exclusive events. Donna regularly has celebrities, sporting stars and identities add to her canvas. The painting is created live on stage in just a few hours, and is then auctioned for charity. To date, Donna's paintings have raised close to a million dollars at charity auctions. Donna's individual art creations have been sold at auction for up to \$30,000.00 a piece.

She has also painted live on Channel Seven's "Sunrise", Melbourne Cup's Spring Carnival Coverage, and Sportsworld". Donna has also appeared on Channel Nine's "Today" Show creating a painting live-to-air for a major NRL team, as well as on Sky Channel's "Off the Rails." Donna's art work is not available at any Gallery and can only be acquired at an exclusive auction event or by commission. Donna is also available to paint exclusively for your next corporate event.

Conference and Workshop Art

Having a painting created by your conference delegates is the ultimate team-builder. Conference Art is a unique concept developed by Donna which delivers a fresh and exciting element to a conference program. Donna's ability to work with delegates to create artwork that drives the corporate message has been embraced by companies seeking a new, edgy and engaging delegate experience.

Your painting will be carefully designed to reflect your corporate signature and to reinforce your corporate message. There are a number of ways to facilitate the creation of your corporate art, for example, having delegates create a unique piece of artwork over the course of your conference, which builds on the theme of the speakers and your event. Donna is able to work with you to develop an approach that will work in best with your program.

Recent clients who have incorporated conference art in their programs include Coca Cola Amatil, Australia Post, Queensland Rail, Lenard's Chicken, Advertising Energy, Technology One, Tourism Queensland, RACQ and Freehills Lawyers.

Facilitating at Conferences and Workshops

Donna has extensive experience working with groups of all sizes to help embed the conference and workshop themes with delegates. With a 15 year television background Donna is adept at understanding how to engage an audience. She will work closely with you to understand your company and your objectives to then create a Conference Art program that will not only engage delegates but will also revisit and reinforce the key messages of your event.

Case Studies of Conference Art in Action

There are many different ways that a conference Art painting can evolve.

RACQ Driver's Workshops



Donna has been engaged by RACQ for the past two Drivers Workshops. A new initiative which involves bringing together 40 staff members across the State and to discuss RACQ values and future directions RACQ are moving in.

These workshops have been very successful with the finished paintings on display at head office in Brisbane. Prints have also been produced and sent out to regional centres throughout Queensland. Staff were divided into groups, and asked to express words which best describe what RACQ means to them. Word and symbols were then added to a white board while the painting was underway next to it. The enthusiasm by participants is truly amazing, and everyone walked away with an indelible imprint in their mind of their one day workshop.



Brainstorming ideas



adding ideas to the whiteboard and canvas



Print from 2009 RACQ Driver's Workshop

Sent out to Regional Centre's
Throughout Queensland

Tourism Queensland



Hyatt Coolum
250 delegates

This Artwork now hangs in the
Foyer of Tourism Queensland

A design was created which incorporated the new direction in which Tourism Queensland was heading. Delegates put their first touch of paint to the canvas at the "meet and greet" cocktail party on the first evening of the conference. Donna was able to address the delegates onstage outlining the design of the painting and identifying each part of the painting and how it related to the key elements of the conference. In addition, the design was explained further as each person came up to paint on the canvas under Donna's direction. Every delegate who contributes to the painting signed the back of the canvas.

The following day delegates added further touches to the canvas over the lunch break. This only required 30 seconds to 2 minutes of time for each delegate, with up to three people able to contribute at one time. That evening another group of people helped complete the painting during dinner.



Based on the new direction CCA are traveling in, a design was created to include a broad range of products and the environment in which they are consumed.

Painting started at the conference registration. Delegates were then invited to add to the canvas at the lunch break and cocktail event that evening. The next day, people were invited to add to the canvas during breaks in the schedule.

Coca Cola management were so impressed, they expressed the painting, and the end result as a very successful tangible outcome, and placed a greater value on the experience than their initial investment.

Technology One Conference

750 delegates



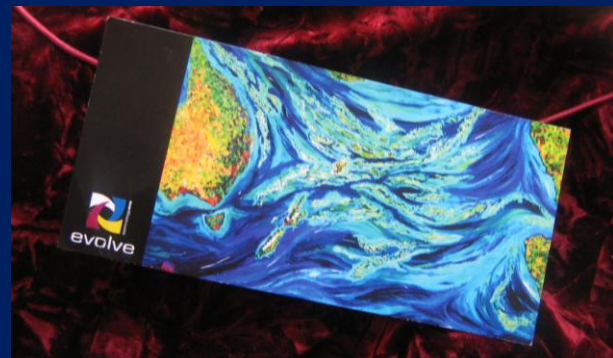
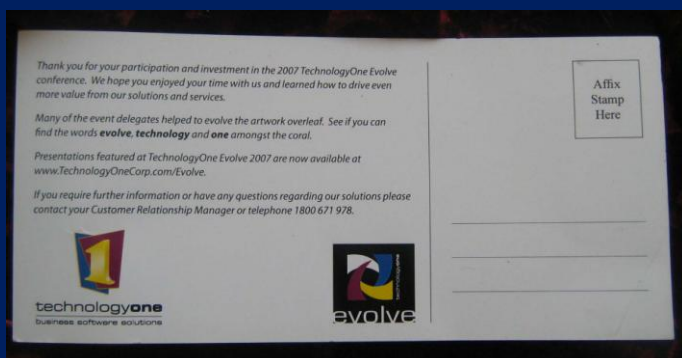
The artwork was designed to capture a snapshot of the workings of Technology one. Capturing the evolution and design of technology streams that link us globally.

Painting began at the opening cocktail event, where VIP's were escorted by Technology One executives to add their touch to the canvas.

The next day the artwork was added to by delegates in various breaks throughout the day.

Then finished off in Studio, Donna was able to produce the painting at the final day for presentation to the staff.

The theme of the Conference was "Evolve". Donna facilitated postcards with the conference and company logos on along with a parting message from management on the back.



Added Extras

Once the painting has been created, the image can then be used to reinforce the outcomes of the conference or workshop, and as a marketing tool. The painting images can be developed into postcards, coffee cups, mouse mats, wine bottle labels, DVD covers etc.

Queensland Rail Women in Business Workshops



18 women from around Queensland were brought together to discuss career opportunities within Queensland Rail.

Donna spent 15 minutes in discussions with delegates identifying what QR meant to them, and what would symbolise their involvement with QR and their future career with the organisation.

Donna then designed a painting incorporating their symbolism, and each delegate contributed to the painting.

The delegates started the painting in the lunch break and continued contributing to the canvas throughout the afternoon session, with two people at a time adding to the design. This was at the same time as other speakers were addressing the group. Delegates found that by tapping into their creative side, they were better able to absorb the information presented by the speakers.

Donna's contribution to the event was so successful that she was invited to participate in a further three workshops with Queensland Rail during the year, The painting was presented to an Executive within QR.



A few examples of images used from various workshops, including another QR Women in Business workshop (left).

Advertising Energy

This two piece painting was created in Sydney. Each painting works well on its own, and they look good together. One artwork is hung in the Brisbane office, and the other in Sydney.



After research and discussions with the CEO of Advertising Energy, Donna used this information to facilitate the artwork.

The group of 38 was divided into four groups. The first two groups were given note pads and internet access via lap tops and were asked to think of three major clients they would attract to the Company and to also redesign the company logo. This worked very well, as everyone was on the same playing field, it didn't matter which department they worked in, all were given the same tasks. The other two groups painted on the two canvases set up at the other end of the room.

During the course of the session the groups swapped around with all of the logos (clients and new company logo designs) added to the canvas.

Overall the whole concept worked well. It had the participants thinking about expanding the Company's client base and encouraged team members from both Sydney and Brisbane to identify how they could work together.

In summary, creating a personalised art work for your Company is a unique and powerful way of connecting many people together, and a solid way of delivering your Key Messages for the future.

Donna can tailor a package to suit your Company regarding time frames and facilitation which best suits your particular schedule.

For further information please visit www.donnagibbdesign.com.au

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